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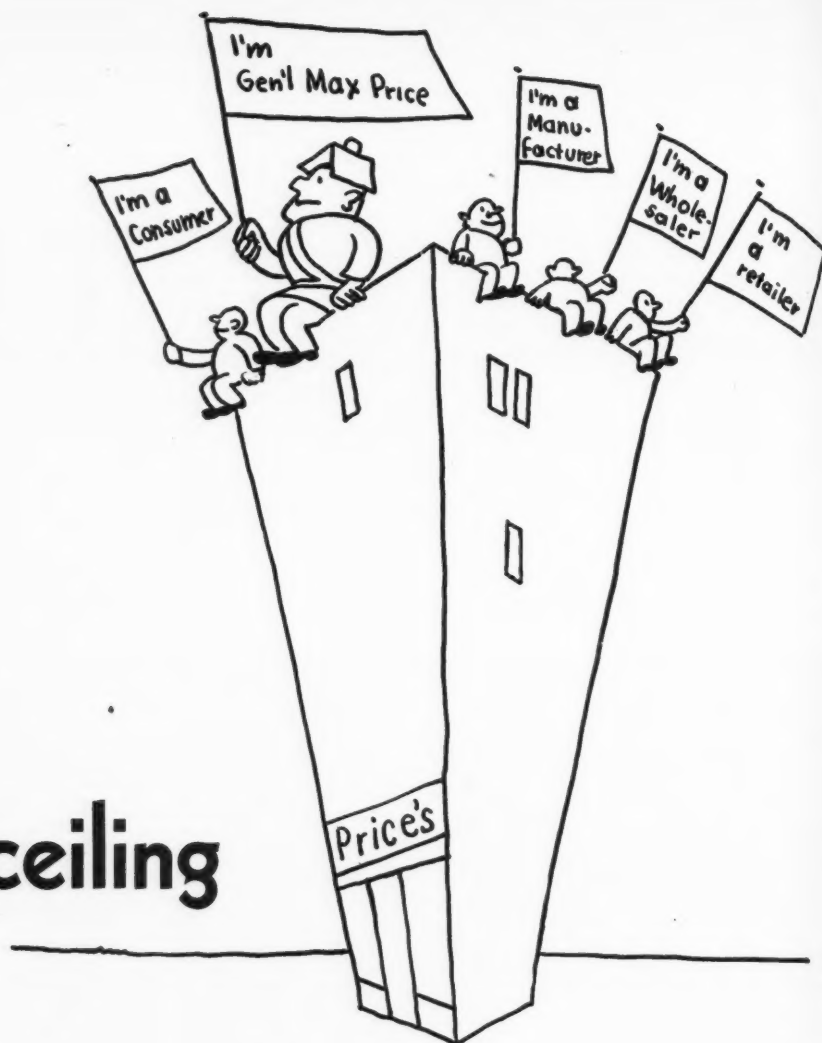
CONSUMERS' GUIDE



Ceiling over prices

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Hold that ceiling



It's the lid on your cost of living for the duration

EVERY TIME you have bought something recently . . . every time you have tried to pay a debt . . . every time you have put aside a dollar for your kids next year, or saved a dollar for yourself when you can't work . . . every time you have tried to fit a war bond into your budget . . . have you worried?

You were right to worry. Since war started, goods you want have been scarce. Everything our soldiers need must go to war. That means less goods for us stay-at-homes.

But there's been more money to spend. When there's more money to spend but less goods to buy, we're bound to get higher prices. Unless our Government acts to hold them down.

Our Government has acted. Ceilings have been nailed down on the prices all of us must pay for goods after May 18, 1942. That's to make each dollar buy as much tomorrow as it will buy today. That's to make it easier to pay debts. That's to make each dollar we save worth as much tomorrow as it is worth today.

Price ceilings are at work now, helping to keep our costs of living from shooting sky-high. But price ceilings can do their job only if everyone knows what they are and how they work.

We knew you would be around with a parcel of questions about the new General Maximum Price Regulation. (That's Gen'l. Max Price himself at the top of the page, sitting on the over-all price ceiling with his

friends the manufacturer, wholesaler, retailer, and consumer.) To be ready for you, we sent our reporter trotting around to the Office of Price Administration for the answers. (That's the agency in Washington responsible for controlling the prices all of us consumers pay.)

Okay. Now you fire the questions; our reporter will tell you what he found out.

Ceilings get a definition

Consumer: What is a price ceiling?

Reporter: It's the top price that any seller is permitted, by law, to charge you and that you as a buyer will have to pay during the war.

Consumer: What do you mean, "top price?"

Reporter: I mean that the Government has

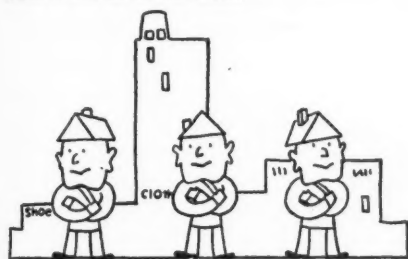
ordered every seller not to charge you more than the highest price he charged in March 1942 for most goods and services.

Consumer: So now I don't have to worry about how much overcoats, say, or my kids' shoes, are going to cost next year?

Reporter: That is what the price ceiling is intended to do—to keep your cost of living from going up and your spirits from going down.

Consumer: This is something brand new?

Reporter: Brand new. Never tried before in our country. For a year, we have been trying to control prices by tackling first one product, then another. Prices of some of the things you buy were fixed; others weren't. That was all right before Pearl Harbor. Now that we are on an all-out war basis, controlling prices must be on an all-out basis.



Consumer: You've clamped a ceiling on all prices so they won't go higher?

Reporter: Most of them. I'll tell you about the exceptions later. They are important.

Consumer: Let me get this straight. Do you mean each person who is in the business of selling something has his own ceiling price?

Reporter: Yes, every seller has his own ceiling price.

Selling prices may be less

Consumer: Does he have to charge the ceiling price?

Reporter: Oh, no. He may charge you that much, or he may charge you anything under the ceiling, but he must not charge you one cent more.

Consumer: And is his ceiling price the highest price he charged me last March?

Reporter: Not necessarily. It's the top he charged anyone like yourself.

Consumer: I still don't understand. You say the Government has told Smith's Department Store, say, they can't charge me for a pair of stockings any more than the top price they charged any customer like me in March.

Reporter: No more than they charged for that same pair of stockings. It also means that if you got discounts regularly in March, you are still entitled to them.

Consumer: Then there isn't one top price for all stockings, say, in one store?

Reporter: No, there's a top price for each type of stocking and each quality.

Consumer: Then the ceiling price of everything depends on where you buy and what the same seller charged for the same thing last March?

Reporter: That is exactly the idea.

Consumer: But wouldn't it have been a lot simpler to fix one maximum price for a product and let that apply everywhere?

Reporter: Except for a few products that would not have been simpler. In fact, it would have been impossible. Take something like milk. You can have it delivered to your house and you can run a monthly or weekly bill; or you can go to a cash-and-carry depot and get it yourself. Obviously, cash-and-carry milk should sell for less than charged-and-delivered milk. In other commodities, the cost of services you get with the product are even more important. A single price could not take all these things into account. Prices differ, too, between cities and regions, even between neighborhoods. You see a single price would not work.

Consumer: Suppose some smart company comes along with a new kind of pie pan. Something nobody ever thought of before. Will it have a ceiling price?

Reporter: Sure. If Smith's Department Store sells the new pie pan, its ceiling price will be the same as on pie pans sold by Smith's that are most like the new pan.

Consumer: Maybe Smith's didn't sell anything like it.

Reporter: There are rules for Smith's to go by.

Consumer: Where are these rules?

Reporter: They are in "The General Maximum Price Regulation," issued by the OPA. You can write for a copy, if you like.

Consumer: You said this price-fixing order works for most articles. What kinds of things don't have a ceiling price?



Reporter: First, take foods. From a half to two-thirds of the money you usually spend for food will now go for price-fixed products. Here's a list. It's easier to see what's in and out this way.

These have ceiling prices for consumers

All fluid milk: Homogenized milk, flavored milks, buttermilk, skim milk, etc.

All fluid cream: Table, whipping, sour, etc.

All canned goods (except canned milk products): Canned fruits, vegetables, juices, soups, fish, meats, stews, etc.

Ice cream

All bottled goods: Soft drinks, ketchup, sauces, etc.

Fresh bananas.

All frozen fruits, vegetables, meat, fish.

Cake mixes and flour mixes in packages.

All cuts of beef and pork.

All smoked, spiced, pickled fish and meats: Bacon, hams, sausage, etc.

Bread, all kinds.

All cakes, pies, cookies, crackers.

All sugar, molasses, prepared honey, etc.; jams, jellies, other preserves.

All dried fruits (except dried prunes).

Most packaged dry foods: Rice, barley, cornmeal, cracker meal, cereals, noodles, spaghetti, macaroni, gelatin, etc.

Shortening: Lard, cooking oils.

Salad oils: Salad dressing, etc.

Candies, chewing gum.

Coffee, tea, cocoa, other beverages.

Salt, pepper, spices. Peanuts, peanut butter.

These don't have ceiling prices for consumers

Butter.

Cheese.

Evaporated, condensed milk, other canned milk products.

Poultry.

Eggs.

Fresh fruits and vegetables (except bananas).

Flour.

Mutton and lamb.

Fresh fish, sea food, game.

Dried prunes.

Dry beans.

Nuts.

Consumer: That's all very nice, but what do I do when I sit down to a meal in a restaurant?

Reporter: Any prepared food you buy and eat in a hotel or restaurant or delicatessen or at a hot dog stand is exempt. It has no ceiling price.

Consumer: I am no expert on these matters, but I don't see much rhyme or reason in excepting some foods. Take lamb chops, for example. Why is there no ceiling for them, while prices, say, of a roast of beef do have ceilings?

Reporter: Many exceptions go back to the law under which the price order was issued; many others were decided on their own merits.

Consumer: And what law is that?

Reporter: The Emergency Price Control Act which the President signed on January 30, 1942.

Consumer: What did it say?

Reporter: It said that prices farmers get for their produce must be allowed to get up to a certain level before any ceiling prices are put on them. That's true of fresh fish prices, too.

Consumer: Yes, but what does that have to do with these exceptions now?

Reporter: It happens that the March prices of many exempt foods were below one of the yardsticks in the law, so no ceiling could be put on them.

Consumer: I see.

Reporter: Of course fresh fruits and vegetables presented another problem.

Consumer: What was that?

Reporter: Their prices vary so much from season to season that fixing the price in any month would not be fair or workable during other months.

Clothes have ceiling prices

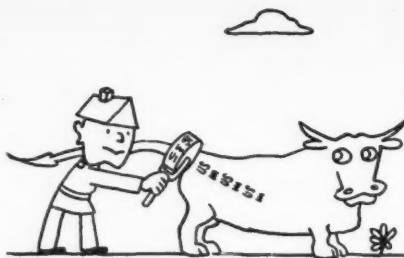
Consumer: I think I know about foods. Now about clothing.

Reporter: There are ceilings on all clothing.

Consumer: I see trouble ahead. Suppose my wife goes to buy a dress next fall. It is a fashionable dress. That style of dress was not made in March. The store says the dress is unique. My wife says she is overcharged. What do I do?

Reporter: You've hit on a problem, all right. You see, it's hard for a law to say that one style is worth as much as another. So my advice to your wife is this: If she thinks she's overcharged, don't buy the dress. She doesn't have to. After all, stores will still be competing for her business, and that will help to keep prices in line.

Consumer: Then take my clothes problems. Next fall I may have to buy some socks. I don't care whether my socks are stylish or not. I want them to wear well. The store where I buy is not supposed to charge me any more for a pair than the top price it charged



for the same pair of socks in March 1942. How do I know I'm getting the same quality?

Reporter: Well, look at them. Examine them carefully.

Consumer: But I don't know anything about quality.

Reporter: For one thing, be sure to read the label carefully. Labels on a lot of clothing items must tell you what they are made of.

Consumer: That's under this price order?

Reporter: No, that's required by Federal Trade Commission orders. You ought to bone up on these orders.

Consumer: But even if I knew how much cotton or how much rayon was in those socks, I'd still not know whether they are as good quality as the pair I bought last March.

Reporter: Then shop around. Look at socks in other stores. Compare them. Remember, the stores want your trade and they are going to keep on competing for it.

Consumer: Sure, I'll shop around. I'll read the labels. I'll look at the goods. But isn't there some way to help me make sure I'm getting the same quality for the price as in last March?

Reporter: Let me ask you a question. How will you be able to tell if the meat you buy in October is just as good as the meat you bought back in March?

Consumer: You asked it. Now suppose you answer it.

Reporter: All right. Here's one way: If you bought Government graded meat, you know the quality you got. Then you can find out how much a product of the same Government grade sells for now.

Consumer: Oh, where there are quality grades for things, that's different.

Reporter: Well, there are U. S. Government grades, which stores can use or not use as they please, for beef, veal, lamb, mutton, eggs, poultry, canned fruits and vegetables.

Consumer: That's just for foods.

Reporter: Yes, but grades for sheets and pillowcases have also been set up as the result of one price order. Maybe standards for other products can be worked out.

Consumer: I'm beginning to see how this thing might work. But most products are not sold by grade now. What is to prevent someone from hiding price increases by lowering the quality, or giving less goods for the same money?

Reporter: First of all, we expect all businessmen to cooperate and try to make this order work by not hiding price increases. We're fighting a war, not playing tiddlywinks. Making the price order work is one way everyone can help win the war.

Consumer: What with all the materials we must send to the front, there will be a lot of things we can't buy in our stores. Maybe other things won't be as good quality as they were before the war.

Reporter: That's very true, and making the price ceilings work fairly when the quality has been lowered is a problem we'll all have to work on.

Consumer: I heard in England they were up against the same kind of thing—short of goods, quality going down, prices going up. The way they handled it was this: They worked out standards for materials to be used in making "utility clothes." The styles of "utility clothes" aren't standardized, but the materials are. Good looking, hard wearing stuff, and people know what they're getting.

Reporter: We'll have to explore all the ways of working out this problem.

Tops for rent

Consumer: Well, now, let's see. You told me about foods, then about clothing. How about rents?

Reporter: Maximum rents are going to be fixed for war rental areas.

Consumer: What's a war rental area?

Reporter: That's an area where war work has brought about a shortage of housing and higher rents.

Consumer: How do I know if I live in such an area?

Reporter: The chances are you do, because two-thirds of us do. But if you're in doubt, you should ask the nearest OPA office.

Consumer: Suppose I do live in a war rental area?





Reporter: Well, the OPA has recommended that rents in these areas should not be raised above what they were on a certain past date.

Consumer: Recommended? What if no one pays attention to OPA's recommendation?

Reporter: Then at the end of 60 days, after the recommendation, the Price Administrator can set up Federal offices to enforce rent control.

Consumer: You said top prices for goods are fixed at the highest March 1942 prices. How about rents?

Reporter: For some of the areas, the top rent recommended is March 1, 1942. For the others, the top is set at different dates in 1941. Your nearest OPA office will tell you what is the top for the place you rent.

Some services have ceilings

Consumer: Good. Now, how about telling me the other things that have ceilings. What about my electric light bill?

Reporter: No ceilings on public utilities, under this order. Many of them are already regulated by other Government agencies.

Consumer: Does that go for telephone bills, too?

Reporter: Yes, all public utilities are out. That means electricity, telephone, gas, water, street car fares, freight and passenger rates by railroads and busses.

Consumer: Did you say that there are ceiling prices for services?

Reporter: For lots of them, yes. After July 1, 1942, it is against the law to charge more than top prices in March 1942. Here are some examples:

These services have ceilings	These services do not
Laundries	Barbers
Tailors	Beauty parlors
Cleaners	Lawyers
Garages	Architects
Warehouses	Doctors
Storage	Dentists
Delivery, but not by a common carrier	Advertising
Shoe shines	Taxicabs
Diaper service	Gardeners
	Entertainment

Consumer: You didn't tell me about books and papers and magazines.

Reporter: There is no ceiling price on any publication.

Consumer: Have you told me all the exceptions?

Reporter: No, there are some others but they won't have much effect on you one way or another.

Consumer: Suppose I have something I want to sell, say my old piano.

Reporter: You can sell your household or personal possessions at any price you can get.

Consumer: My church is going to have a rummage sale this week. Is there any top price on what we may charge?

Reporter: No, things sold at fairs or bazaars for charitable or religious purposes and not for private profit don't come under the order; that is, if these functions don't go on for more than 15 days.

Consumer: What about buying goods on time, you know, installment payments? Can I be charged more interest than the store charged last March?

Reporter: No, the store must continue its March discounts and interest or, if it changes them, the change must result in a lower price.

Consumer: Here's a question I've been saving up for a long time. You say the ceiling price for lots of these goods and services was the top price a seller charged in March 1942. But how am I to know what his top price was?

Reporter: After July 1, the storekeeper must keep a record showing his highest prices in March.

Consumer: He must keep a record, but can I see it?

Reporter: Yes, indeed. If you ask to see it, the storekeeper must show it to you.

Consumer: Records are fine, but why not post up the ceiling prices right where I buy the goods, not in somebody's office?

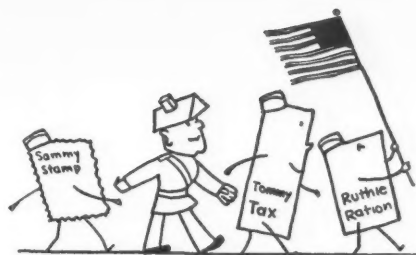
Reporter: Well, ceiling prices of cost-of-living items will be posted right where you buy.

Consumer: What are cost-of-living items?

Reporter: They are the goods and services, named by OPA, which are most important to people in their daily living. You see a list of them on page 15.

Look before you buy

Consumer: And I'll see those ceiling prices posted up in the store?



Reporter: Yes, after May 18, 1942, you'll see them nearby the goods, on the shelf or counter or container or on the wall. Some goods may have the ceiling prices, along with the selling price, marked right on the goods. After July 1, 1942, you'll see ceiling prices on services, too, posted right where you buy those services.

Consumer: What will the sign look like?

Reporter: Why, the mark will say: "Ceiling Price \$" or "Our Ceiling \$" It can say anything else the storekeeper wants to say, but at least this must be on the sign.

Consumer: Believe me, I'm going to look for a ceiling price on everything.

Reporter: No, that's not right. You won't find a ceiling price on everything. You'll find it only on the cost-of-living items named in this order.

Consumer: But what about the other things I buy?

Reporter: Well, you might start keeping a record of each price you pay.

Consumer: Why start keeping a record now? Ceiling prices are supposed to be top prices last March.

Reporter: True, and if you have receipts showing what you paid for anything last March, put those prices in your record book. But if you don't have receipts, put down the price you're paying now. That will help you keep track of prices from now on.

Consumer: But you said awhile back, the prices I pay now may be less than the ceiling prices.

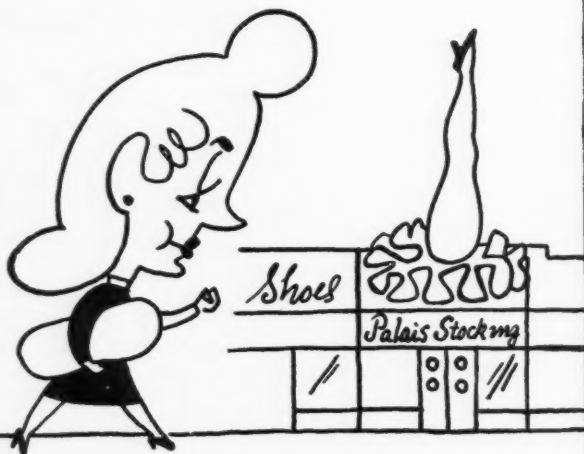
Reporter: Correct. Don't be mistaken about that. You may be charged less than the ceiling prices for many things. But if you keep a record of what you pay, and if you see prices for these things going up, then you have something to talk over with your store.

You must help

Consumer: It's better to be sure of your facts before you start complaining about prices, isn't it?

(Concluded on page 14)

Eight characters in pursuit of defeat



1. Sally Socksatcher

She flits from store to store, buying up all the fine stockings she can find, although she knows there are only a few to go around, and the more she buys the fewer other people will have. What's that to Sally? . . .



2. Willie Wearitout

60 miles an hour! Slam on the brakes! Skid a mile! That's Willie. What's a war in the Pacific to him? In Willie's mind all the rubber in the world was grown and made for him. When he discovers it isn't . . . well!



3. Susie Smoothy

She thinks she's cute when she's really a culprit, cooing into the clerk's ear. She's trying to coax him to sell her all his sheets by offering to pay more than the legal price. Won't she be surprised when it doesn't work?



4. Herman Hoardem

He's cleaned the cans right off his grocer's shelves, although he knows that tin is very difficult to get and everyone must cut down on the cans they buy. That doesn't bother Herman, but when his are gone . . . watch him!

Of course we don't mean you . . . but are you sure?



5. Ruthie Rumormonger

She's just dying to tell you . . . "isn't it dreadful?" . . . "you know, they say" . . . "my dear, didn't you hear?" She's happiest when you believe her rumors and rush off to market to buy things even when you don't need them.



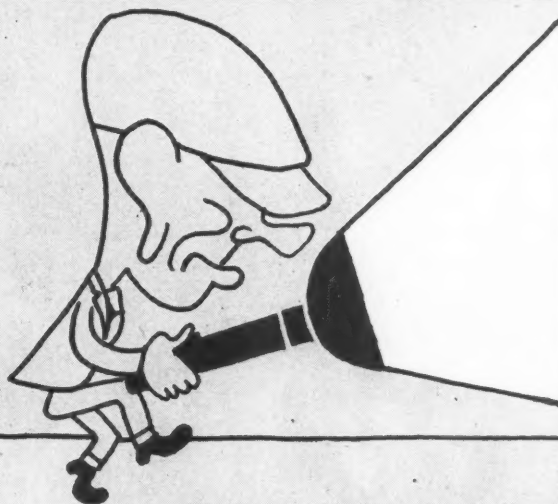
6. Willoughby Wiseguy

To the best of Will-o's knowledge, he is the only guy who isn't a sap. No one knows so well his way around town, around laws, and around people. Flatter him, and he's a pushover for telling you how you can beat the law.



7. Rita von Ritz

The idear, my dear, expecting her to do a tradesman's job, walking to market, carrying bundles home, saving paper! And she'd like to meet the merchant who would refuse good money for anything she chooses to buy.



8. Toughie Sneakgoods

He's got cat's eyes and can find a black market in the blackest night. He never tells you where, but he's always on hand with just the goods you want, which our fighting boys need, and which Toughie will sell at a fancy price.



New ways, new

WHY couldn't the cooking schools sponsored by your newspapers, or the gas or light company feature new ways to prepare or serve each fresh vegetable or fruit during its week or month of plenty? Asparagus recipes when asparagus season is at hand, blueberry uses when blueberries are a best buy, should make it easier for homemakers to translate knowledge into action.

Fresh fruits make perfect lunch-box desserts, but have you ever thought of including a few raw vegetables to munch along with the sandwich? Celery, radishes, carrots, cucumbers, and even turnips taste good if fresh and clean. Tomatoes, of course, cannot be equalled. In one factory, women war workers carry crisp bunches of spinach in their lunch kits, or use it in sandwiches like watercress or lettuce.

HOW many weekly luncheon meetings do the clubs and organizations in your town hold? List them all: The Kiwanis and Rotary and Lions and Optimists and other men's service clubs; the Ladies' Aid and Women's Home and Foreign Missionary Societies in the churches; the King's Daughters; the sororities, the Soroptimists, the Business and Professional Women's Clubs, the Woman's Club, the American Association of University Women, the League of Women Voters; the Chamber of Commerce or Board of Trade; the boards of directors of the Arts Club or the Social Service organizations.

Every one of those luncheons could include on its menu the fresh foods that are in season. Find out who the chairman of each luncheon committee is, get him or her to see to it that no more canned peas accompany the chicken patties when fresh peas belong there, that fresh strawberries are dessert when the markets are full of them.

Raw carrots take a dozen different shapes to serve a dozen purposes. Grate or shred them and mold them with gelatin. Slice them or cut them into sticks for salads or appetizers. Mix grated carrots with ground peanuts and salad dressing for sandwich spreads.

Make sure you call attention to the seasons when each is cheapest and best.

Have you thought of vegetable salads?

WHEN snap beans are in season, take the local tomato. Why not you? Or a neighbor? Or a block? Or a community? Live in a large community? Time sharing is necessary, would help you better at your neighbor's table.

Make a bowl of cauliflower duty—in the kitchen as dainty flowerets, and the main course vegetable.

How about church service touch with women who mind them a week of the fruits they will serve.

Berries well with oatmeal are good topped into lunch punch, too.

DO YOU have a school-lunch problem? Low it up in summer lunch for privileged children when The sponsor should make project to find ways and more fresh foods on the canned vegetables put up for canning orders for the summer aren't in market.

What's wrong with serving table nuts at the USO town? Baked bananas with meat or broiled ground you might try. You can the Bureau of Home Economics Department of Agriculture.

Many summer camps for income families vegetables. But can't

New places, to use more fresh foods

Make sure your nutrition classes and clinics call attention to weekly and monthly seasons when each fruit and vegetable is cheapest and best.

Have you tried crisp spinach in salads?

WHEN you snap up food your markets, or the local tomato takes on bumper proportions, why don't you arrange community suppers or block supper if you live in a large community? Now that wartime sharing is a necessity, such gatherings would help you get better acquainted with your neighbors and their problems.

Make a leaf of cauliflower do double duty—in the salad as dainty (but raw) white flowerets, and the main course as a cooked vegetable.

How about church suppers? Get in touch with the women who plan them, remind them to use a week of the vegetables and fruits they will serve.

Berries well with other fruits. They are good mixed into lemonade or fruit punch, too.

DO YOU have a school-lunch program? Follow it up with summer lunches for underprivileged children when school is closed. The sponsor should make it their special project to find ways and means of putting more fresh foods on the menus. Save the canned vegetables put up in your community canning centers for the seasons when fresh aren't in market.

What's wrong with serving fruit and vegetable trays at the USO canteens in your town? Boiled bananas or broiled peaches with meat or broiled grapefruit are wrinkles you might try. You can send for recipes to the Bureau of Home Economics of the U. S. Department of Agriculture.

Many summer camps for kids from low-income families grow their own fresh vegetables. But can't you figure out ways to

route more home-grown foods from nearby farm and home gardens to their dinner tables?

Celery is more than a salad vegetable. Serve it braised in gravy or in meat drippings—it's a good way to use the tough outer stalks.

WHY NOT persuade some smart merchant in your town to install a salad bar in his store? Salad lunches of raw vegetables, vegetable juice cocktails, fruit juices, and fresh fruits would refresh tired shoppers. Celery stalks, carrot sticks, apples, peaches, most raw fruits and vegetables in season, make swell cheap pickups. There is room in the ice box at home for a fruit and vegetable bar too. Even the kids can eat fruits and vegetables between meals instead of cookies and candy.

Those dark green, vitamin-rich outer leaves of lettuce shouldn't be thrown away. Drop them in soups or wilt them in bacon fat, with crisp bacon and a dash of vinegar or lemon juice.

Day nurseries for children whose mothers work often serve mid-morning and afternoon snacks, as well as a hot noonday meal. See to it that their managers get the news about fruit and vegetable buys, crowd as many as possible into their meals.

Canned applesauce and pumpkin for pies may vanish from the grocery store shelves, so look ahead and put them up yourself so you can keep on eating them.

PERSUADE the city officials who buy for your Tuberculosis Sanitarium, city hospitals, Home for the Aged, and other institutions to keep a close tab on the fresh fruit and vegetable markets, use more fresh, fewer canned foods this year.

Cranberries are better for you fresh than cooked. They make a delicious relish combined with apples, oranges, and honey and sugar.

Your co-op stores and organizations can push fresh foods with their members, too, by calling attention to good values, keeping

them informed of present and prospective supplies.

Hot dogs are okay, but the vendors at the ball games and other sports events would sell fresh fruits (and maybe raw vegetables, too) if your nutrition committee suggested it.

Raw turnips give salads a new flavor, and bring vital Vitamin C to the dish. Do you throw away beet tops and turnip tops? You shouldn't. Save money and give your family vitamins by serving those greens as leafy vegetables.

Don't forget to call on factory cafeteria managers in your community to bring to their attention the need for offering more garden fresh vegetables and fruits to the men from the assembly lines.

HAVE any Sunday schools in your town ever thought of serving fruit and milk to the children attending them? Women's church groups might make it their project to furnish such snacks to small Sunday-school goers in low-income neighborhoods. Kids get hungry on Sunday too, but that day no school lunch fills the gap for many of them.

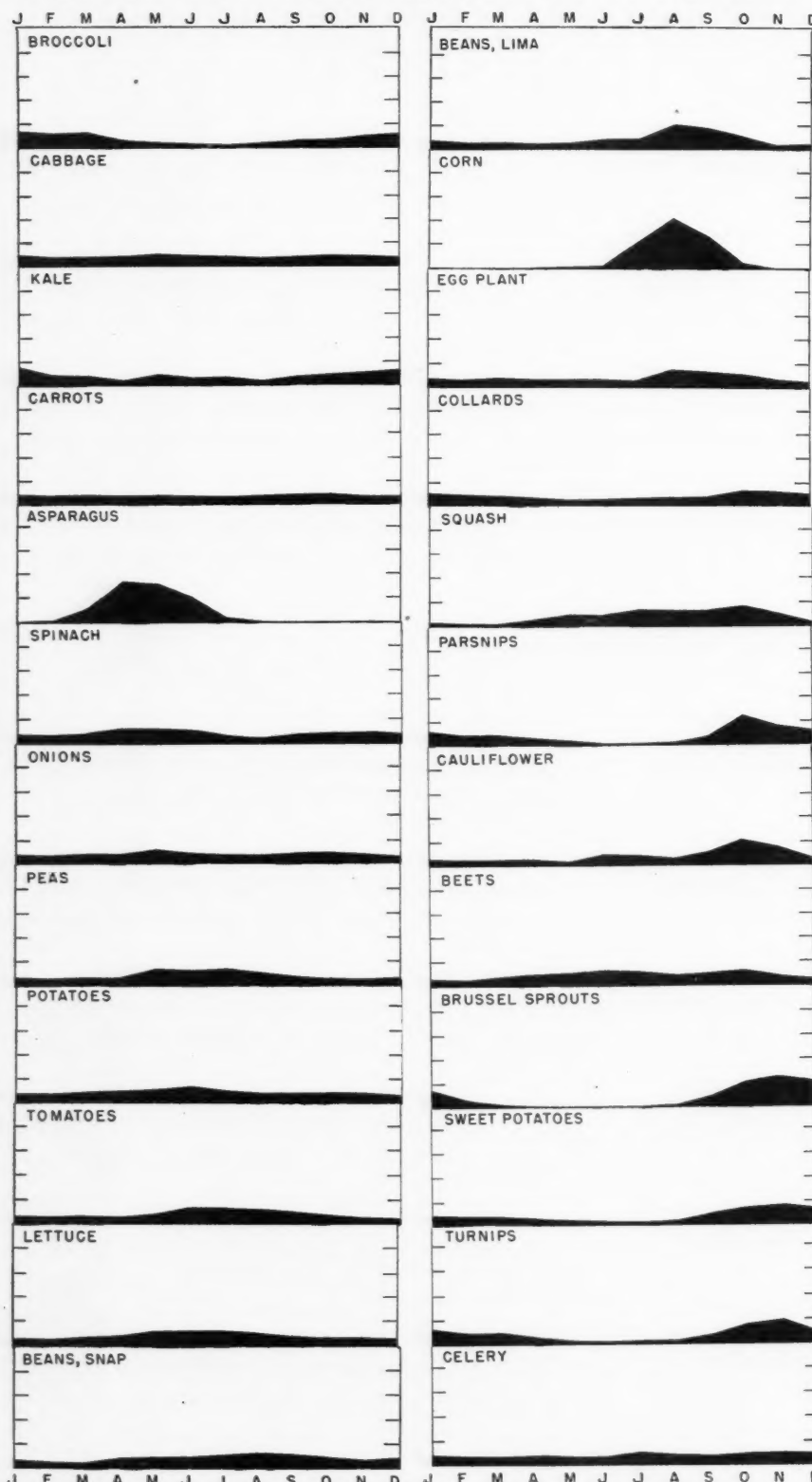
A booth in the community center or neighborhood house might be another scheme that would bear trying. Recipes, nutrition information, market news about fresh fruits and vegetables could be handed out together to the women who come there.

Have you ever tasted watermelon rind pickles? Good, aren't they? Try making some during the watermelon season.

IF, in spite of all these ideas and others you'll think up, you find out that there still will be local yields of some vegetable or fruit too big to handle fresh, then it's time to work out ways of storing the surplus so that none goes to waste. Remember this year that there are other methods of preservation than canning. Use drying, brining, cellar storage of root vegetables wherever possible to save cans, sugar, rubber jar rings, limited canning equipment, for the food that can't be preserved any other way. But don't let any spoil.

A fresh vegetable calendar

To give you usual seasonal high points for 24 vegetables *



* Based on truck, boat, and train shipments into New York, 1939-1941

Victory food specials

VICTORY Food Specials are something you will want to hitch your market baskets to. You used to call them gluts—the sudden unexpected surpluses of farm products that came charging to town every time a weather whim ripened fruits and vegetables faster than regular marketing procedures could absorb them. Tomatoes would flood into town from nearby truck gardens and swamp the stores and markets. Some would be sold, but since they came in such great quantity and not everyone took advantage of the bountiful emergency, part of the food went to waste.

During a war, no one can afford to lose such opportunities, or to let food go to waste, or to misuse the labor and materials put into producing food.

You are asked to work in the emergency crew that is to turn gluts into Victory Food Specials. This year, Food for Freedom is going to produce a record supply of food. But weather whims are going to send some of this food (as they do every season) to town in unexpected spurts.

To put these foods to work in the war, market news reporters and the other field men of the Agricultural Marketing Administration are going to spot especially heavy movements of fruits and vegetables. The word is to be flashed to the cities, announcing to everyone that a Victory Food Special is on the way. Radios and newspapers are going to be notified. Consumer groups are to be told. Stores are going to be asked to feature the Victory Food Specials.

When the glut hits town, everyone is to be ready for it. No food is going to waste. Consumers are not going to miss the opportunity to get farm-fresh food at special low prices.

Geared-up hens laying eggs and raising chicks at the new V-rate are going to send an astronomical number of broilers to market in July. Local Victory Food Specials are going to pop up in your own locality, as the weather plays tricks on the farmers around your city.

Watch for the Victory Food Specials. Help get them eaten. See that people buy them.

With everybody working at V-speed,

CONSUMERS' GUIDE

everyone needs the best possible meals he can get.

Victory Food Specials will help you get vitamin-balanced meals cheaply. But they will be non-repeatable bargains. Day in and day out, to get the vitamins you need most cheaply you are going to have to play the fruit and vegetable market wisely. The way to do that is to know your seasons, know when each fruit and vegetable is most plentiful and cheapest.

By buying fruits and vegetables when they are cheapest you save money.

You help the war effort by cutting down on the waste of fresh fruits and vegetables.

By eating fresh fruits and vegetables when they are in season you save canned, dried, and preserved fruits and vegetables for use when fresh foods are tight.

The charts on these 2 pages tell you roughly when each of 24 fruits and 24 vegetables are most plentiful on the New York market, the only big city for which there are figures showing supplies by months. If you live in the northeastern part of the country, the charts are a fair guide to the best buys in your market. In other parts of the country, the best buy months for each product will vary, depending on weather whims and where you live.

Your job on the food front is (using these charts as a general guide) to find out what is most plentiful each time you go shopping, and to buy and use it.

It is also your job to see to it that your community takes advantage of the seasons and the weather's vagaries.

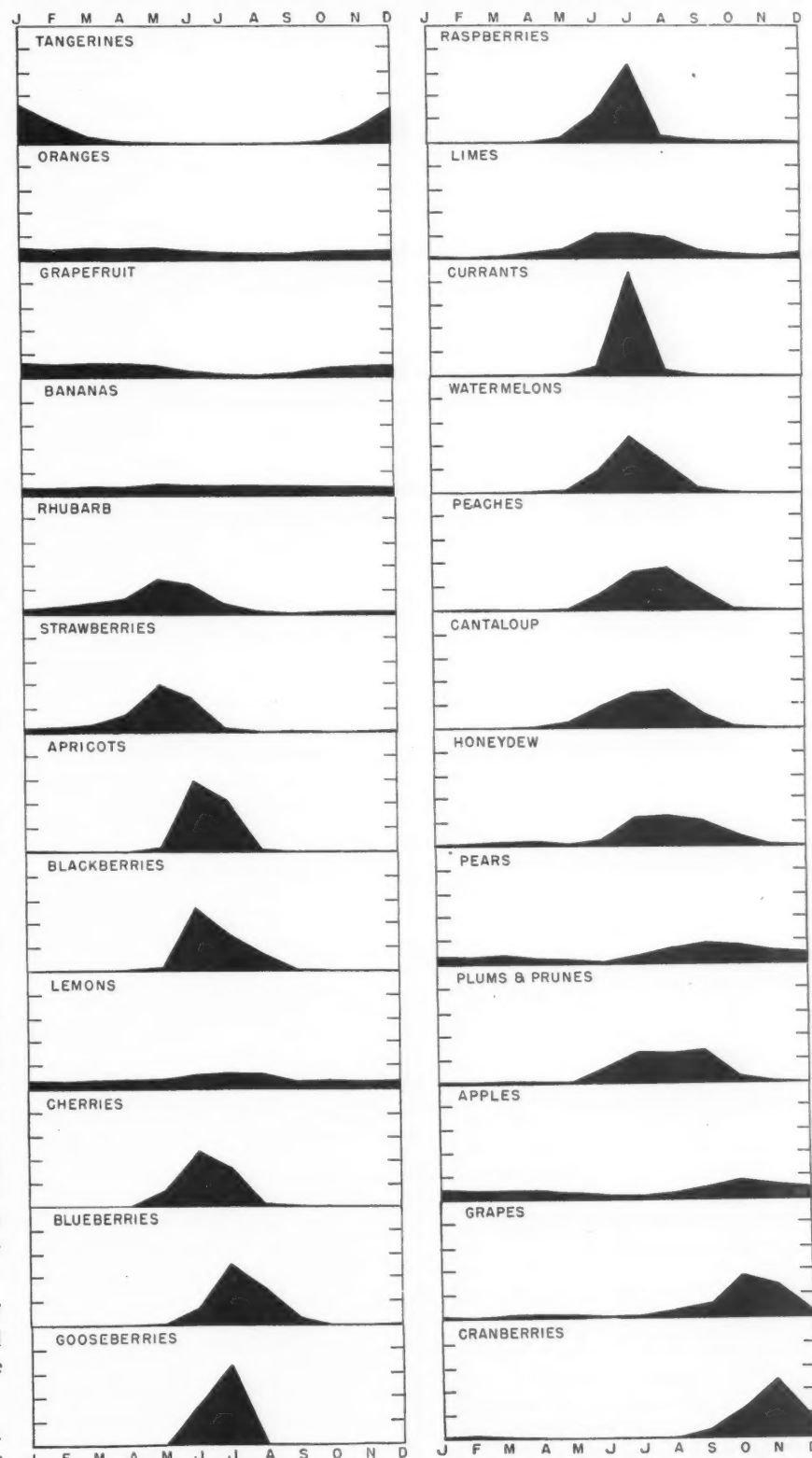
To find out what is happening on the food markets, first listen to the radio for local market reports. New Yorkers get a daily report on good buys from their Department of Markets. Food reporters of the Agricultural Marketing Administration give regular radio reports on supplies of fruits and vegetables for consumers in 21 cities. Consumer groups in other cities have prodded local radio stations into broadcasting the good food news.

Food columns on the Women's Pages of the newspapers often tell you the day's and week's best buys. Watch the prices in the food ads. Low prices mean big supplies.

Once you have the news don't sit on it. Spread it around. You will be helping your country and your neighbors.

A fresh fruit calendar

To tell you when each of 24 fruits is usually a best buy *



* Based on truck, boat, and train shipments into New York, 1939-1941

So you have a ration book

It's a valuable passport to your share of our sugar supplies now and may be needed for other things, so hold on to it

YOU have been the proud owner for about a month now, of a War Ration Book, one of millions that changed from Government hands into consumer hands during the first week of May. Some questions, perhaps, have come up. We have tried to guess what they are and to give you the answers to them. If we skipped your most perplexing query, let's have it to answer later.

What happens if you lose your ration book, or if it is stolen or mutilated?

You apply for a new ration book to your local ration board. You will not get one, however, until 2 months have elapsed from the time of your application. That's to give you time to make a further search.

Your cousin forgot to apply for a ration book on the specified days, May 4, 5, 6, and 7. What should he do?

If he had a good reason for not applying at the proper time, he may still go to his local ration board and get a book. Whether or not he thinks he'll ever want to buy sugar, he should do this right away because he may need his book for other things later.

You have a son in the Army who has come home on a month's furlough. You did not mention him when you applied for your ration book. Can you get an extra allotment for him while he is home?

Yes. Men on furlough from the Armed Forces for more than a week may apply to the local ration board at the place where they take their furlough. There they will receive a sugar purchase certificate on presentation of their leave papers.

Since you got your ration book, a baby has been born in your family. Is the infant entitled to a ration book?

Yes. Apply to your local ration board. You will get a ration book for the child, but stamps for the period up until the time you apply will be removed.

Since you got your ration book, your oldest son has been called up for Army service. What do you do with his book?

It must be turned in to the local ration board.

You have an elderly friend who lives in a Home for the Aged. Is she entitled to a ration book?

No. Persons who are confined for long periods to institutions like hospitals, asylums, and sanitariums, whether they are public or private institutions, get their sugar from the institution. The same rule applies to inmates of jails and penitentiaries.

But suppose someone is sentenced to jail or committed to an institution after he obtains a ration book?

If the sentence or the commitment is to exceed 10 days then the ration book must be surrendered to the head of the institution in which the person is being confined. The book will be returned when he comes out.

What should be done with the ration book of someone who dies?

When someone dies, his ration book should be turned in to the local ration board within 10 days after his death.

Another friend of yours gets his meals at a boarding house. Is he entitled to a ration book?

Yes, even though he does not buy sugar. He may need his ration book later on when other products are rationed. If he eats 12 or more meals a week at the boarding house, he must turn his ration book over to the boarding house proprietor. If your friend leaves the boarding house, he gets his book back.

Another friend of yours eats his meals in restaurants. Does he get a ration book?

Yes. He just holds onto it in case other commodities are rationed.

A daughter was away at college when the ration books were issued and she got her

ration book at school. Now she has come home. Must she do anything?

Let her bring her book and use it as everyone else—as a member of the family.

You intend to start taking in boarders, but you cannot supply them with sugar out of your ration book. What do you do?

Make a request for registration to the local ration board, which may then, in its discretion, issue you sugar purchase certificates. Other persons who wish to start businesses requiring sugar must follow the same procedure.

Your doctor has ordered for one of your children a special diet which takes more sugar than he is allowed by his ration book. What do you do?

Apply to your local rationing board for the special application form used to request sugar for this reason. When you return the application it will have to be accompanied by a doctor's certificate which states how much sugar is needed for the diet and why.

You don't use as much sugar as the ration allows you. May you let some friends of yours use your extra ration stamps?

No. You would be violating the law.

May you buy the sugar and sell it to your friends?

Reselling is also illegal and could be punished by a fine or imprisonment.

May you give your extra sugar away?

That would be a violation of the spirit of the sugar rationing plan. You are entitled to buy sugar only for your own or your family's use. The point of rationing is to give everyone a fair share of the available supplies. If you do not need the share allotted to you then it should go back into the national pool to be shared equally among all the people who do need it. Any attempt to get more than an equal share to anyone (whether out of friendliness, or for money, or to

curry favor) is unpatriotic. It is everyone's job to throw his weight on the side of enforcement, not on the side of evasion. The enemy will try to break down the operation of war measures; don't you help them.

May you still borrow a cup of sugar from your neighbor if you run out of it after the stores are closed?

Of course.

Will the stamps always be good for one pound of sugar?

The amount of sugar you are entitled to buy with each stamp will depend upon the available supplies. If supplies are large you may be entitled to more than a pound per stamp; or the allowance per stamp may be reduced. Any changes, however, will be announced in the papers, over the radio, and by the stores where you buy.

Suppose someone should offer to sell you sugar in excess of your allowance or without ration stamps?

Bootleggers may turn up with sugar for sale at black market prices, but these bootleggers cannot exist unless somebody buys from them. To deal with the bootleggers is like trading with the enemy. Report the bootleggers just as you would report seeing an enemy parachutist.

May you get sugar for canning and preserving?

You may apply for sugar for canning or preserving to your local ration board where you will be given a special form to fill out. The sugar purchase certificate you get can be used at your grocer's just like the sugar stamps.

The pound maximum applies if you live in the District of Columbia, Virginia, West Virginia, Maryland, Delaware, Connecticut, Pennsylvania, New Jersey, New York, Rhode Island, Massachusetts, New Hampshire, Vermont, or Maine. This limitation is temporary only, because there is not enough sugar in these areas to supply the full 5 pounds right away. You'll be able to get the other 4 pounds later.

You are going to live on a farm during the summer and it will be impossible to get to town each ration period to buy sugar, so what should you do?

Apply to the local ration board near-



MONEY was all you used to need at the grocery store. Now that we are fighting a war, you need money and—to buy sugar—ration stamps. Later you may need stamps for other things, too, because rationing is the surest way to share short supplies fairly.

est the farm and you will get a certificate permitting you to buy 4 weeks' supply of sugar. Naturally, you will have to turn in an equivalent amount of stamps to your ration board. Permission to buy the 4 weeks' supply may be obtained by any person who is unable to buy sugar during each ration period.

How about grocers, and dealers in sugar? Is their sugar rationed, too?

Of course, sugar is rationed all the way from the refiner to the consumer. Sugar must be accounted for at each distributing level, by the refiner, the wholesaler, and the retailer. New supplies of sugar are issued to retailers and wholesalers only on the surrender of an equivalent amount of ration stamps. Violations of the rationing regulations will be severely punished.

Suppose you do not use your stamps during the rationing period for which they are issued?

They become worthless.

Can you save up stamps?

It won't do you any good. Stamps must be used during the rationing

period designated or they become invalid.

Where can you get answers about ration questions in your town?

The best way to get questions on ration problems answered is to present them to your local ration board through your local consumer group. If there is no local organization of consumers dealing with rationing problems now, why not suggest that one of your groups get to work on this, say the local Parent-Teachers Association, your local women's club, your trade union, the women's auxiliary to the trade union, or any other civic organization. It is important to have a consumer group taking up these questions because if each consumer takes her problems directly to the local board, the board will be swamped with repetitious questions.

OUR THANKS for photographs: PP. 8 and 9, Farm Security Administration; p. 15, Washington Daily News.

Hold that ceiling

(Continued from page 5)

Reporter: Of course, it is. Your store has a difficult job to do to obey this order. No fooling about that. On the other hand, the Government needs your help in making this price order work.

Consumer: Suppose I keep a record of prices. What should I write down?

Reporter: First, write down the date. Then the name of the store. Then write down the name of the thing you bought; its brand name, if it has one. Write down the color, size, grade, or anything else that will help to identify the article. Then enter the amount you bought, and the amount you paid.

Consumer: That's a lot of work.

Reporter: Well, it's this way. Fighting a war is no picnic. Your stores are going to have a lot of work, observing this price order. The people who make the goods your stores sell are going to have a lot of work, too. We need your help to make the price order work. That means learning all about it. Of course, you don't have to keep any records, if you don't want to. Keeping records is only to help you know what's happening to prices, and help when you talk things over with your stores if you think they are charging more than the ceiling price.

Consumer: I should talk with the store manager first, if I think they are charging me more than the ceiling price?

Reporter: Yes, but be sure you know your facts. OPA says, "When disagreements arise, the shopper and the seller should get together and see if they cannot reach a common understanding. Only after that has been done and the shopper has facts to warrant a conclusion that price regulations are being violated should the matter be reported to enforcement authorities."

Consumer: Well, is it up to me then to enforce these price regulations?

Reporter: No, that's OPA's job. It says, "Don't try to be a price-policeman. Leave the policing job to the Office of Price Administration."

Consumer: But when I think a price is above the ceiling, and have talked it over with the store, and have my facts, then I should report my troubles to OPA?

Reporter: After July 1 when your local war price and rationing board is operating and ready to handle complaints, you should find out how and where and in what detail to report violations. The local board will sift

complaints, make adjustments wherever possible, but will turn special cases over to OPA enforcement officials for final action. OPA will have professional shoppers, too, to work with your local board and to police prices in the area. But just the same you have a personal responsibility not to buy goods above the ceiling prices.

Consumer: Does the store have to give me a receipt or sales slip for anything I buy?

Reporter: Yes, if you ask for it. And the slip must show the date, the name and address of the store, what you bought, and what you paid.

Violators will be punished

Consumer: What about a store that refuses to obey the price order?

Reporter: There are penalties for it, all right. The Emergency Price Control Act (that's the Act passed by Congress on January 30, 1942, giving OPA the power to issue price orders) provides that fines up to \$5,000 or a year in prison, or both, can be imposed on violators of OPA's orders. Sellers can have their licenses to do business taken away from them, too, for as long as a year.

Consumer: What about me? Can I be fined or sent to jail if I pay more than the top price?

Reporter: No, if you buy things just to consume them. Those penalties apply to all sellers, but only to buyers who purchase OPA-regulated goods and services in the course of their trade or business.

Consumer: Does the store have to make it up to me if I'm overcharged?

Reporter: After July 31, any person overcharged may sue for three times the excess charge or for \$50, whichever sum is greater. If the person overcharged does not want to sue, the Government may sue instead.

Consumer: What is your opinion? Do you think this price order will work?

Reporter: Depends on what you mean. Price controls have worked. I don't think that every last comma in this order is bound to work out. Problems are going to turn up no one ever thought about. But if everyone wants the order to work, and everyone does, it can be made to work. In the end, its success will depend on the good will and willingness of everyone.

How about you?

Consumer: If what you say is true, then it is important that everyone understand the rules.

Reporter: Of course. Consumers should talk about the law with their neighbors and friends, at their clubs and meetings. Committees of consumers should be set up to con-

sult with local retailers and local OPA officers. The law will work out best if the Government knows just how it affects everyone involved. Businessmen have organizations through which they can speak to the Government about their problems. Consumers, too, should have organizations to speak for them to the Government.

Consumer: To round it all up, would you say this order will guarantee my family a better standard of living?

Reporter: Let's look at that squarely. Now that we are at war, we are not producing the goods that will give you a better standard of living. In fact, we're cutting down on everything we can. No more silk stockings, tires, refrigerators, stoves, radios. There's a long list of things we aren't making for ourselves during war. We're not making those things because we want factories to use the materials to make war goods.

Consumer: But we're earning more money than we did before the war.

Reporter: Lots of people are. That's where the trouble comes in. With more money to spend on fewer goods, we begin fighting among ourselves to get the most goods we can.

Consumer: Gee, we've got to fight a war, not ourselves.

Reporter: Exactly. It's hard enough to have to cut down our standard of living, but it would be a lot worse if we didn't share what we have. That's why we have ceiling prices: To sit on prices so that we'll have a fair chance at getting what goods there are.

Consumer: I like this plan, if it really goes to town, but even with ceilings keeping prices in line, we're still going to have more money to spend than goods to buy.

Reporter: Well, price ceilings can't do the whole job of keeping the cost of living in line. A lot more of that extra money is going to have to go back to the Government in taxes. We have to use more of it to buy War Bonds and Stamps. We'll probably have to ration necessary things that are scarce so some people don't use their extra money buying more than their fair share.

Consumer: So price ceilings are only one thing that's going to look after my cost of living?

Reporter: Just one, but a very important one.

Consumer: Okay by me. I'll help to make this work.

Reporter: Good. And remember, when you do you'll be helping America to win the war.

Look for "Ceiling Price \$..." "or Our Ceiling \$..."

All stores must post, where you can see them, ceiling prices for all brands, grades, and sizes of these goods. Ceiling prices for starred goods may be posted by price-lines provided that, in addition, the selling price of each shall be marked on the goods themselves.

Food and household sundries

Meat

Fresh beef:

Rib roast
Chuck steak
Top round steak
Rump roast
Chuck roast
Beef liver
Ground round steak

Pork:

Loin whole roast
Rib end roast
Loin end roast
Best center cut chops
Bacon
Ham, whole, half, or sliced
Salt pork

Other meat products:

Cooked or smoked ham
Frankfurters

Canned fruits, vegetables, and juices

Canned peaches
Canned pears
Canned pineapples
Canned corn
Canned peas
Canned tomatoes
Canned pork and beans
Canned green beans, cut
Canned tomato juice
Canned grapefruit juice
Canned pineapple juice

Other groceries and household sundries

Canned salmon
Canned vegetable soup
Canned tomato soup
Packaged flour mixes (cake, pancake, biscuit mixes only)
Macaroni and spaghetti, dried, bulk, and packaged
Rolled oats, bulk and packaged
Corn flakes
Bread, all types
Soda crackers
Fresh milk and cream
Ice cream, bulk and packaged
Lard, bulk and print
Vegetable shortening

Sugar, all types, packaged and bulk
Coffee and cocoa
Infants' food, all types
Table salt
Corn meal, bulk or packaged
Rice, bulk or packaged
Toilet paper
Soaps (bar, flakes, powder, chips, granular, cleansing powders)
Paper napkins

Apparel and yard goods

Men's and boys' clothing

Suits, business and sport*
Overcoats, topcoats, and raincoats, business and sport*
Trousers and slacks, dress, sport, and wash*
Men's shirts, other than formal*
Pajamas and nightshirts, cotton, wool, and part wool*
Shorts, cotton
Undershirts, cotton knit
Union suits
Hosiery, other than pure silk and pure wool*
Felt hats*
Work shirts
Work pants
Overalls and coveralls
Sweaters
Mackinaws*
Jackets, boys' only*
Men's work gloves
Boys' gloves and mittens
Boys' blouses and shirts
Boys' snow suits

Women's and girls' clothing

Coats, untrimmed and fur-trimmed, sport and dress*
Suits*
Dresses, street and house*
Hosiery, including anklets*
Panties and slips*
Foundation garments and brassieres*
Women's gloves, children's gloves and mittens*
Skirts

Blouses and shirts, tailored, rayon or cotton*

Sweaters

Children's jackets*

Nightgowns and pajamas, other than silk*

Robes and housecoats, flannel and cotton*

Children's overalls, slacks, sun suits and shorts (cotton only)*

Children's snow suits*

Household furniture, appliances, and furnishings

Appliances and equipment

Radios and phonographs
Vacuum cleaners and carpet sweepers
Refrigerators and iceboxes
Washing machines
Sewing machines
Stoves and ranges
Small appliances: irons, toasters, glass coffee makers, and mixers
Floor lamps and bridge lamps
Light bulbs
Ironing boards
Step-on cans
Floor brooms
China and pottery tableware, in sets
Cooking utensils (10-quart pail, 2-quart saucepan, 5-quart teakettle)

Furniture

All living room, dining room, and bedroom suites (sets or individual pieces)
Kitchen tables and chairs
Studio couches and sofa beds
Mattresses and bedsprings

Furnishings

Rugs and carpets, size 6 by 9 feet and larger
Linoleum
Felt base floor coverings
Bed sheets and sheeting, cotton*
Towels, cotton bathroom and kitchen*
Blankets and comforts*
House curtains*
Bed spreads, cotton*
Tablecloths and napkins, plain and print (cotton only)*
Window shades

Tobacco, drugs, toiletries, and sundries

(All brands, grades, and sizes, except where otherwise indicated.)

Tobacco

Cigarettes
Smoking tobacco, in cans and packages

Packaged household drugs

Aspirin tablets
Milk of magnesia, liquid
Cod liver oil, liquid
Epsom salts
Boric acid
Castor oil and mineral oil
Witch-hazel and rubbing alcohol

Toiletries and sundries

Hand and toilet soaps
Dentifrices (paste, powder, and liquid)
Shaving cream
Toothbrushes
Sanitary napkins
Razor blades
Facial tissues

Hardware, agricultural supplies, miscellaneous

Hayforks
Garden and lawn rakes
Dirt shovels
Axes, single bit
Claw hammers
Handsaws
Inside and outside house paints (ready mixed)
Fertilizer, bulk and packaged
Vegetable seeds, bulk and packaged*
Insecticides
Bicycles, adult sizes
Bicycle tires
Flashlights

Ice, fuel, and automotive

Ice
Coke
Coal (hard and soft)
Charcoal
Firewood
Kerosene
Fuel oil
Gasoline and oil
Tires and inner tubes

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DETROIT

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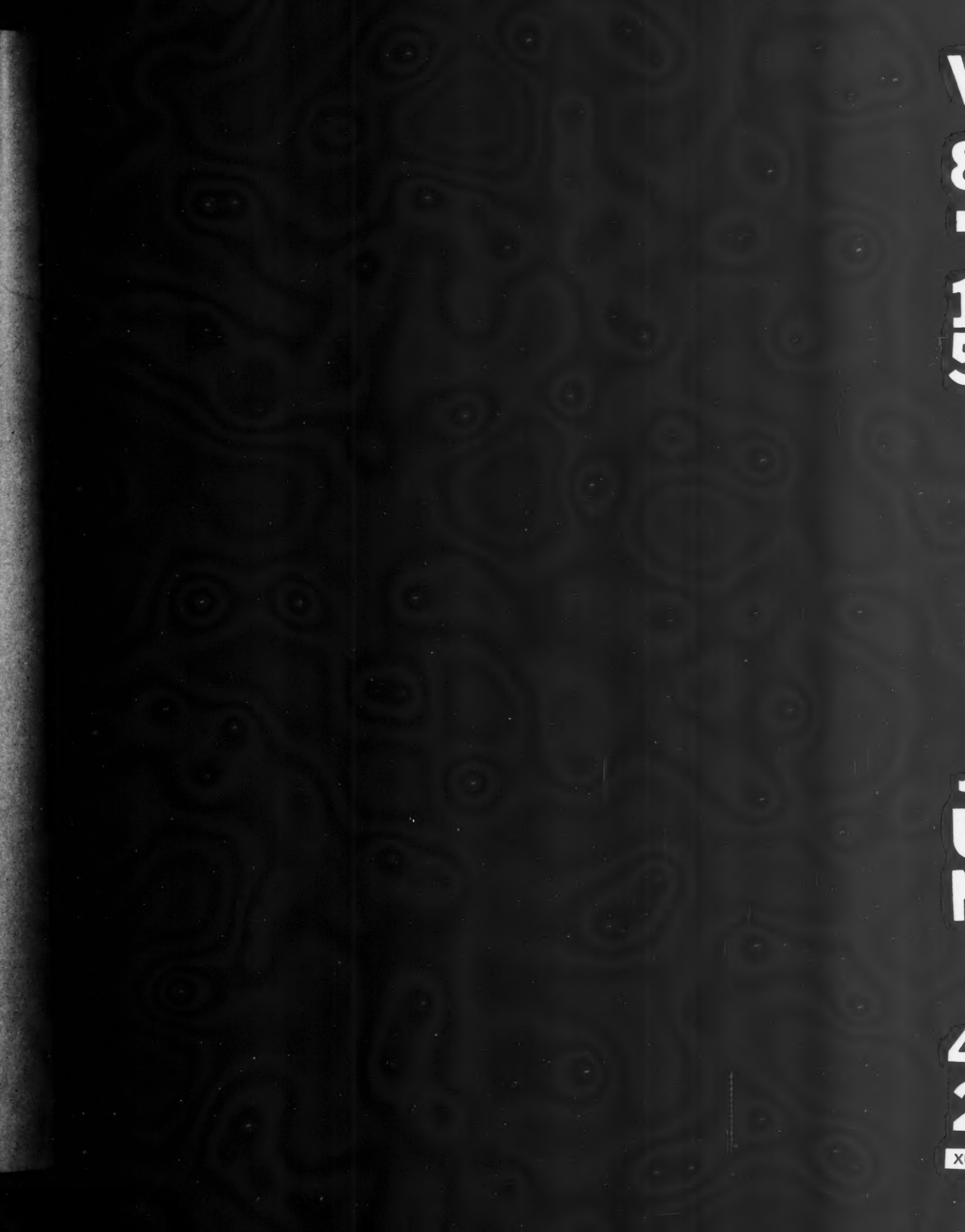
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